

In the claims:

1. (Currently Amended) A method of supplementing the materials of various passages of different printed book descriptive materials during a reader's reading of the same, with visual supplemental materials, and optionally with audio, correspondingly specifically related to and/or expanding upon the specific subject matter of the various passages of printed descriptive materials, ~~but not duplicative thereof~~, that comprises,

electronically storing on tracks of a recorded storage medium of a medium player pluralities of such ~~visual~~ supplemental information, each so related specifically to the subject matter of different corresponding passages of the printed descriptive material in the book, and each ~~provided with~~ selectable by accessing coding specific to ~~and with identifying control of~~ each such track of the medium;

printing or otherwise applying and displaying on the pages of the book alongside each of the various descriptive material passages, but in no fixed xy location on the pages, an electronically readable track-identifying code indicia corresponding specifically to that selected coded track of the medium containing the recorded specific visual/audio supplemental material related to the corresponding ~~specific~~ selected printed descriptive material passage;

providing an electronic ~~wand~~ transmitter for remotely selectively signal-accessing ~~the respective tracks of a the medium player available to the book reader~~, and controlling the visual/audio playing of the player for displaying/reproducing to

the reader said supplemental information recorded on the selected respective tracks;  
and

further providing to the book reader an electronic indicia reader of the contents of said coded indicia, including identification of the selected book passage, identification of the corresponding selected track, and a control signal instruction for the transmitter to signal playback of the selected coded track ~~adapted to actuate the electronic wand, in response to the reading of said indicia contents to signal playback of the respective coded tracks of the medium in the player~~ in accordance with the book reader applying the electronic indicia reader to the respective code indicia in the book, thereby to enable the book reader, contemporaneously with reading, to watch/listen to the played-back visual/audio supplemental material and while, if desired, continuing ~~the facility for~~ simultaneously re-reading the corresponding printed passage in the book during, before or after such playback.

2. (Original) The method of claim 1 wherein the electronically readable code indicia are applied in the book to the unprinted margins or spaces of the book pages near the corresponding printed passages.

3. (Currently Amended) The method of claim 1 wherein the book reader's application of the electronic code indicia reader to a selected book coded indicia, automatically also actuates the ~~wand-transmitter~~ in turn to actuate the player to select and play the respective selected recorded track on the medium corresponding to the book reader's selected book indicia.

4. (Currently Amended) The method of claim 1 wherein the electronic reader is a portable hand-held miniaturized element in wired, remote or wireless communication with the ~~wand~~ transmitter, and the ~~wand~~ transmitter is in wired, remote or wireless communication with the player.
5. (Currently Amended) The method of claim 1 wherein the electronic reader and ~~wand~~ transmitter are integrally packaged.
6. (Original) The method of claim 1 wherein at least the electronic reader is provided with the book.
7. (Currently Amended) The method of claim 1 wherein the coded indicia comprise barcodes including identification of the selected book passage, identification of the corresponding selected track, and a control signal instruction for the transmitter to signal playback by the player of the selected coded track of the medium.
8. (Currently Amended) A method of supplementing the material of various passages on pages of descriptive written materials with corresponding visual, optionally with audio, supplemental materials specifically and respectively related to, but supplemental to and/or expanding upon the subject matter of said passages, that comprises,
  - recording for playback on a player such supplemental materials and ~~in~~ on respective subject-matter coded tracks;
  - placing on the pages, coded indicia corresponding to and having contents identifying said coded tracks of the supplemental recorded materials and near, but in

no fixed xy location on the pages, to the regions of the respective corresponding  
subject-matter written passages; and

electronically reading the indicia content at the selected passages,  
automatically to actuate the playback of the player of the supplemental recorded  
material tracks corresponding to the respective selected written passages.

9. (Currently Amended) Apparatus for supplementing the materials of various  
passages of different printed book descriptive materials during a reader's reading of  
the same, with visual supplemental materials, optionally with audio,  
correspondingly specifically related to and/or expanding upon the specific subject  
matter of the various passages of printed descriptive materials, having, in  
combination,

an electronically recorded storage medium storing tracks of pluralities of such  
~~visual~~ supplemental information, each so related specifically to the subject matter of  
a different corresponding passage of the printed descriptive material in the book,  
and provided with accessing coding specific to each such track of the medium;

electronically readable code indicia printed or otherwise applied and  
displayed on the pages of the book alongside each of the various descriptive material  
passages, but in no fixed xy location on the page, the indicia corresponding  
specifically to and with content identifying that coded track of the medium  
containing the recorded specific visual/audio supplemental material related to the  
corresponding specific printed descriptive material passage;

an electronic ~~wand~~ transmitter for remotely selectively accessing the respective tracks of a medium player available to the book reader, and for controlling the visual/audio playing of the same for displaying/ reproducing to the reader said supplemental information recorded on the respective tracks; and

an electronic reader of the contents of said coded indicia, adapted for the reader to actuate the electronic ~~wand~~ transmitter, in response to the reading of said indicia content, to signal play back of the respective selected coded tracks of the medium in the player in accordance with the book reader applying the electronic indicia reader to the respective code indicia in the book, thereby to enable the book reader, contemporaneously with reading, to watch/listen to the played-back visual/audio supplemental material and while, if desired, continuing ~~the facility for~~ simultaneously re-reading the corresponding printed passage in the book during, before or after such playback.

10. (Original) The apparatus of claim 9 wherein the electronically readable code indicia are applied in the book to the unprinted margins or spaces of the book pages near the corresponding related printed passages, but in no fixed xy location on the page.

11. (Currently Amended) The apparatus of claim 9 wherein means is provided for the book reader's application of the electronic code indicia reader to a selected book coded indicia, automatically also to actuate the ~~wand~~ transmitter in turn to actuate the player to select and play the respective recorded track on the medium corresponding to the book reader's selected book indicia.

12. (Currently Amended) The apparatus of claim 9 wherein the electronic reader is a portable hand-held miniaturized element in wired, remote or wireless communication with the ~~wand~~transmitter, and the ~~wand~~transmitter is in wired, remote or wireless communication with the player.

13. (Currently Amended) The apparatus of claim 9 wherein the electronic reader and ~~wand~~transmitter are integrally packaged.

14. (Original) The apparatus of claim 9 wherein at least the electronic reader is provided with the book.

15. (Currently Amended) The apparatus of claim 9 wherein the coded indicia comprise barcodes, including identification of the selected book passage, identification of the corresponding selected track, and a control signal instruction for the transmitter to signal playback by the player of the selected coded track of the medium.

16. (Currently Amended) The apparatus of claim 12 wherein either the electronic reader alone or the reader and ~~wand~~transmitter are packaged in the form of a hand-held tool.

17. (Original) The apparatus of claim 16 wherein the hand-held package is of longitudinal shape storable with the book.

18. (Original) The apparatus of claim 17 wherein the hand-held package is connected by a cord to the book.

19. (Original) The apparatus of claim 17 wherein the tool is detachably connectable to the book.

20. (Currently Amended) Apparatus for supplementing the material of various passages on pages of descriptive written materials with corresponding visual pictorial supplemental materials specifically and respectively related to, but supplemental to and/or expanding upon the subject matter of said passages, that comprises,

a recorded storage medium for playback on a player of such supplemental materials recorded in respective subject-matter coded tracks;

coded indicia corresponding to said coded tracks of the supplemental recorded materials placed on the pages near the regions of the respective corresponding subject-matter written passages, but in no fixed xy locations on the page; and

an electronic reader for reading the content of the coded indicia at the selected passages, automatically, in response to such reading of said content, to effect actuation of the playback of the player of the supplemental recorded material tracks corresponding to the respective selected written passages.

21. (Currently Amended) The method of claim ~~21~~ 20 wherein the reader communication to the player of reader-selected indicia is effected by the reader initiating electronic reading of the indicia and communication thereof to the player.

22. (Currently Amended) The method of claim ~~21~~ 20 wherein the player is remote from the reader and the communication is wireless.

23. (Currently Amended) A method of supplementing the material of various passages on pages of descriptive written materials with corresponding visual,

pictorial, or video supplemental materials specifically and respectively related to, but supplemental to and/or expanding upon the subject matter of respective of said passages, that comprises,

electronically storing in a storage medium of a playback system such supplemental materials and in corresponding respective subject-matter coded tracks;

placing on the pages, coded indicia corresponding to said coded tracks of the supplemental materials stored in the storage medium, and near the regions of the respective corresponding relevant subject-matter written passages, but in no fixed xy location on the page; and

enabling an electronic code reader to communicate the content of the selected indicia to the storage medium playback system, automatically to actuate said system to play back from the storage medium for viewing on the playback system, the supplemental stored material of the respective tracks corresponding to selected written passages.

24. (Currently Amended) The method of claim ~~24~~ 23 wherein the reader communication to the storage medium playback system of reader-selected indicia is effected by the reader initiating reading of the indicia at said written passages, and communication thereof to the storage medium playback system.

25. (Currently Amended) The method of claim ~~25~~ 24 wherein said indicia reading is effected by electronic scanning by the written material reader.



26. (Previously Presented) The method of claim 24 wherein the storage medium playback system is remote from but visible to the reader of the written material, and the communication thereto is wireless.
27. (Previously Presented) The method of claim 24 wherein the storage medium playback system comprises a CD, CD player and display screen.
28. (Previously Presented) The method of claim 24 wherein the storage medium playback system comprises a DVD, DVD player and display screen.
29. (Previously Presented) The method of claim 24 wherein the storage medium playback system comprises computer-accessible web storage and display screen.
30. (Previously Presented) The method of claim 24 wherein the storage medium playback system comprises a computer with internal storage and playback capability upon a display screen.
31. (Previously Presented) The method of claim 24 wherein the storage medium playback system comprises a computer with internal storage and playback capability upon a display screen
32. (New) A method of supplementing the material of various passages on pages of descriptive written materials with corresponding visual, pictorial, or video supplemental materials specifically and respectively related to, but supplemental to and/or expanding upon the subject matter of respective of said passages, that comprises,  
  
electronically storing in a storage medium of a playback system such supplemental materials and in corresponding respective subject-matter coded tracks;

placing on the pages, bar code indicia corresponding to said coded tracks of the supplemental materials stored in the storage medium, and near the regions of the respective corresponding relevant subject-matter written passages, and including identification of the selected passages, identification of the selected track, and a control signal instruction for the transmitter to signal playback of the selected coded track; and

enabling an electronic code reader to communicate the content of the selected coded bar code indicia to the storage medium playback system, automatically to actuate said system to play back from the storage medium for viewing on the playback system, the supplemental stored material of the respective tracks corresponding to selected written passages.

33. (New) The method of claim 32 wherein the reader communication to the storage medium playback system of reader-selected bar code indicia is effected by the reader initiating scanning of the bar code indicia, and communication thereof to the storage medium playback system.

34. (New) The method of claim 32 wherein the storage medium playback system is remote from but visible to the reader of the written material, and the communication thereto is wireless.

35. (New) The method of claim 32 wherein the storage medium playback system comprises a CD, CD player and display screen.

36. (New) The method of claim 32 wherein the storage medium playback system comprises a DVD, DVD player and display screen.

37. (New) The method of claim 32 wherein the storage medium playback system comprises computer-accessible web storage and display screen.

38. (New) The method of claim 32 wherein the storage medium playback system comprises a computer with internal storage and playback capability upon a display screen.